



Antelope Valley Air Quality Management District
43301 Division Street, Suite 206
Lancaster, CA 93535
(661) 723-8070

MEDIA RELEASE

PAGE ONE OF TWO

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For further information contact:

Bret Banks, Operations Manager (661) 723-8070

Violette Roberts, Community Relations & Education Manager
(760) 245-1661, ext. 6104

AIR DISTRICT KICKS OFF 2010 LAWNMOWER EXCHANGE PROGRAM

Buy an Electric Mower for Under \$100

Lancaster – Just in time for Environmental Pride Month and Earth Day, the Antelope Valley Air Quality Management District will kick off its second annual AV Electric Lawn Mower Exchange on April 19, allowing local residents to trade in their old, working gasoline-powered lawnmowers for vouchers offering up to a \$320 discount on new, cordless, zero-emission electric mowers.

This year, residents will be able to register online at www.neutonpower.com/AV beginning at 8:00AM on the 19th to receive one of 100 discount vouchers, which will be available on a first-come, first served basis. Visually-impaired residents or those without Internet access may register by calling 1-800-463-4958. One voucher per gas mower exchanged will be disbursed; only one exchange per adult is allowed and a voucher is required for every mower being exchanged.

PAGE TWO OF TWO

After receiving their vouchers and redemption instructions, participants will have until May 7, 2010 to turn in their old, working gas-powered mowers (drained of all fluids) to a participating recycler and order a Neuton mower by phone at a huge discount, using a check or credit card. Once voucher code, recycler verification number and payment are received, Neuton will ship a new mower directly to each participant's home or business.

Should some vouchers go unredeemed by May 7, a second round of vouchers will be distributed after this date. These vouchers will then be valid through May 28, 2010.

This year, the trade-in program will again offer a choice of two different mowers with the retirement of a gas mower. The Neuton CE5 14-inch mower will be available for just \$89 (regular price without voucher is \$399) or the CE-6 19-inch mower will be offered for only \$179 (regular price is \$499). Both are mulching mowers with a rear bag and rechargeable battery.

According to AVAQMD Operations Manager Bret Banks, "Lawn mowers and other gasoline powered lawn care equipment are the nation's leading source of off-road emissions; one gas mower can pollute as much as 40 newer-model cars." Banks adds that although gas-powered mowers being sold today are 90% cleaner than those sold ten years ago, "Only electric mowers produce zero-emissions."

Please note that voucher registrations will not be accepted until the program's launch date of April 19, 2010. For more information on the AV Electric Lawn Mower Exchange Program, call the District at (661) 723-8070 or visit the District's website at www.avaqmd.ca.gov.

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